Restaurant Rating Analysis

120
Customers

130
Restaurants

4
Cities

23
Cuisine

Select City

Ciudad Victoria	Jiutepec
Cuernavaca	San Luis Potosi

General Performance

Overall_R... ○0 ●1 ●2

- 22%
- 36%
- 42%

Service_Ra... ○0 ●2 ●1

- 27%
- 36%
- 37%

Most Preferred Cuisine

Cuisine	
Mexican	
American	
Cafeteria	
Pizzeria	
Coffee Shop	
Family	
Italian	
Japanese	
Burgers	
Chinese	
Hot Dogs	
Latin American	
Contemporary	

(axis: 0, 50, 100)

Food_Rating ○0 ●1 ●2

- 23%
- 33%
- 44%
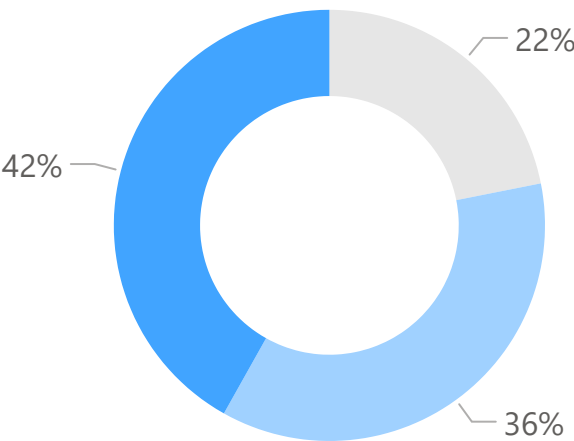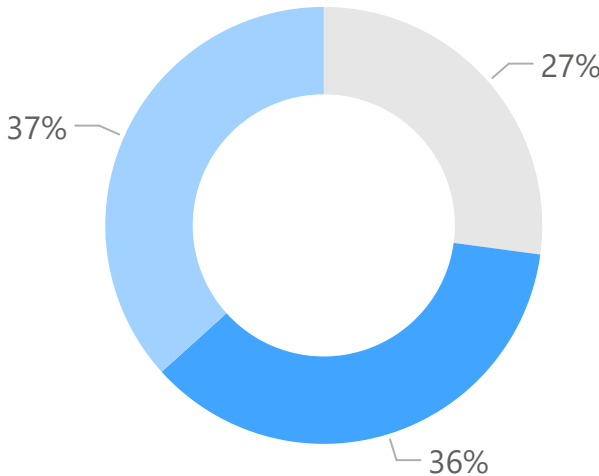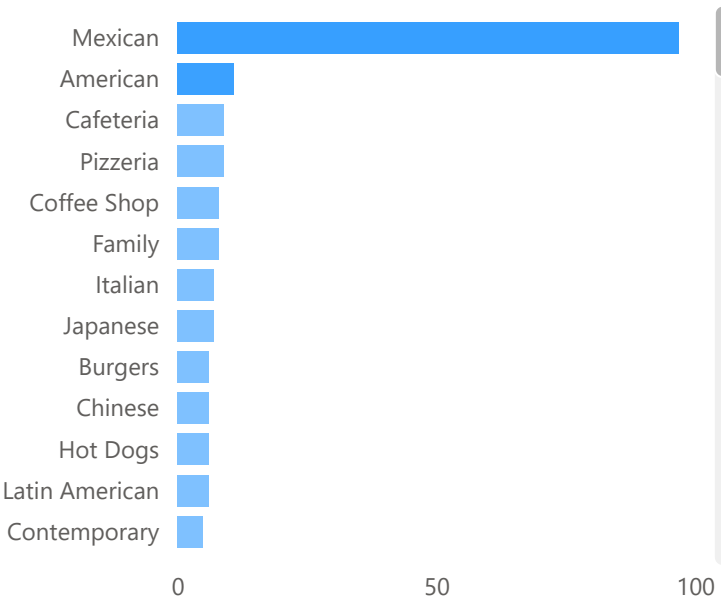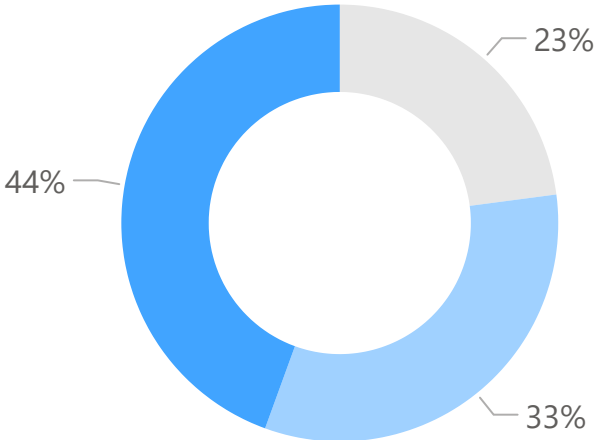
How Restaurants are Rated by Consumers

Highest Rated Restaurants

Restaurant	Rating
Emilianos	
Michiko Restaurant J...	
Restaurant Las Maña...	
Cafe Punta Del Cielo	
Giovannis	
Log Yin	
Restaurante La Parro...	
La Cochinita Pibil Re...	
Mariscos El Pescador	
El Rincon De San Fra...	
Restaurant Bar Hacie...	
Rincon Del Bife	
Tacos Los Volcanes	
Kiku Cuernavaca	
Mariscos Tia Licha	
Preambulo Wifi Zon...	
Sanborns Casa Piedra	
La Virreina	

(x-axis: 0,0 0,5 1,0 1,5 2,0)
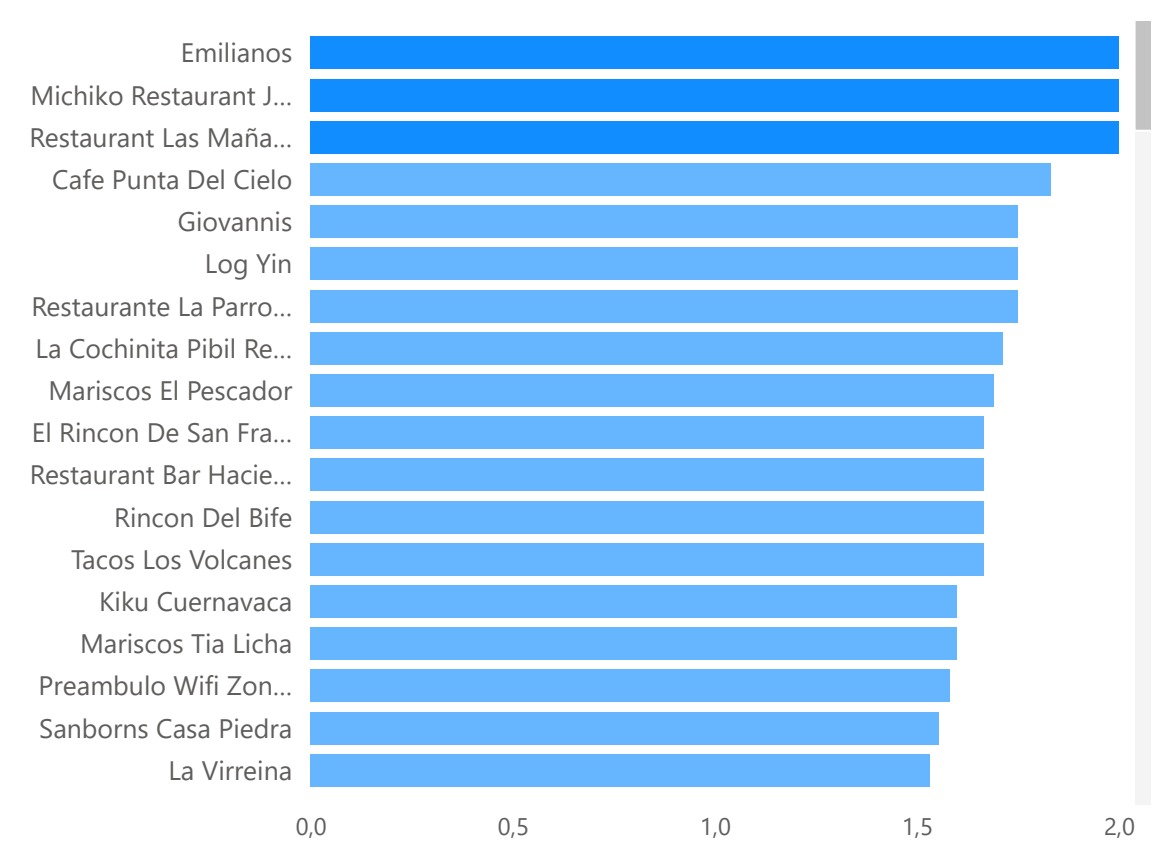
Name	Preferred_Cuisine	Average Overall Rating
Emilianos	Afghan	2,00
Emilianos	African	2,00
Emilianos	American	2,00
Emilianos	Armenian	2,00
Emilianos	Asian	2,00
Emilianos	Australian	2,00
Emilianos	Austrian	2,00
Emilianos	Bagels	2,00
Emilianos	Bakery	2,00
Emilianos	Bar	2,00
Emilianos	Barbecue	2,00
Emilianos	Basque	2,00
Emilianos	Brazilian	2,00
Emilianos	Breakfast	2,00
Emilianos	Brewery	2,00
Emilianos	British	2,00
Emilianos	Burgers	2,00
Emilianos	Burmese	2,00
Emilianos	Cafeteria	2,00
Emilianos	Cajun	2,00
Emilianos	California	2,00

Most Preferred Cuisine

Cuisine	Count
Mexican	
American	
Cafeteria	
Pizzeria	
Coffee Shop	
Family	
Italian	
Japanese	
Burgers	
Chinese	
Hot Dogs	
Latin American	
Contemporary	
Fast Food	
Regional	
Afghan	
Bakery	
Bar	

(x-axis: 0 50 100)
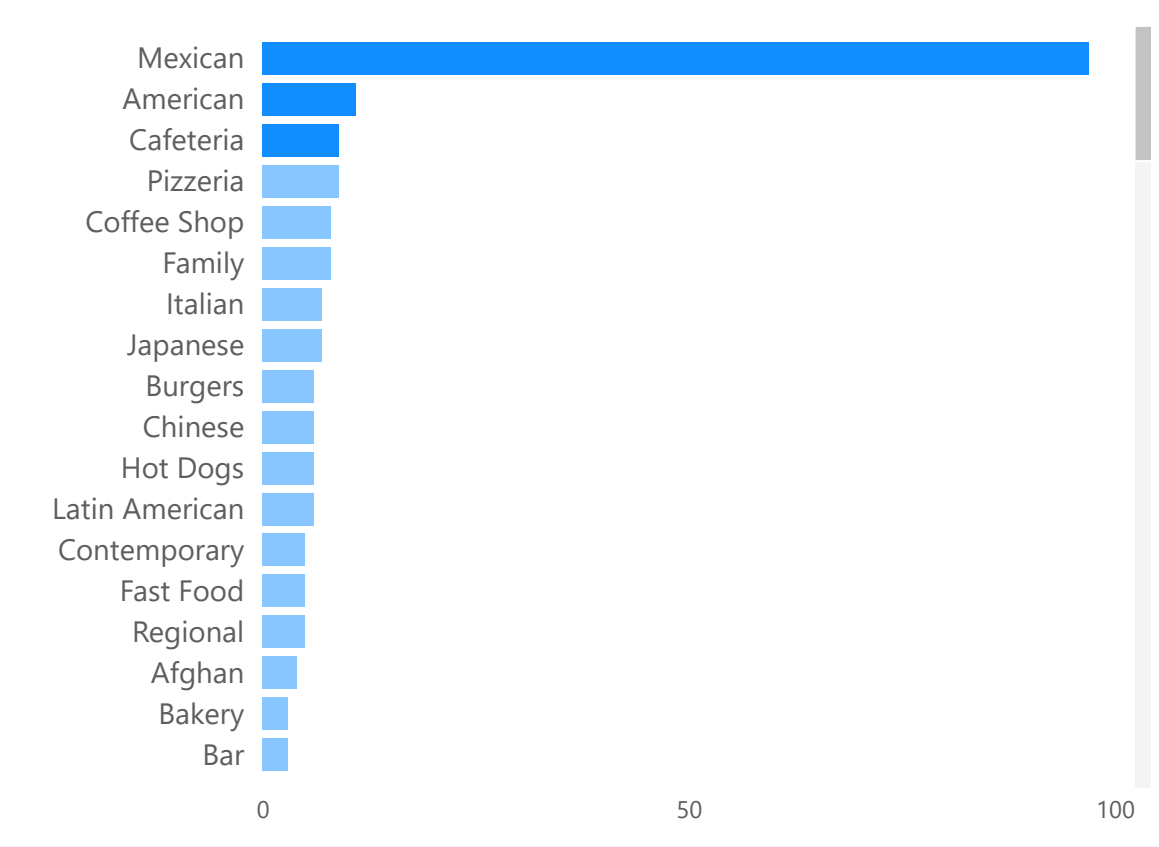
Number of Customers in a City

| City	Count
San Luis Potosi	
Cuernavaca	
Ciudad Victoria	
Jiutepec	

(x-axis: 0 20 40 60 80)
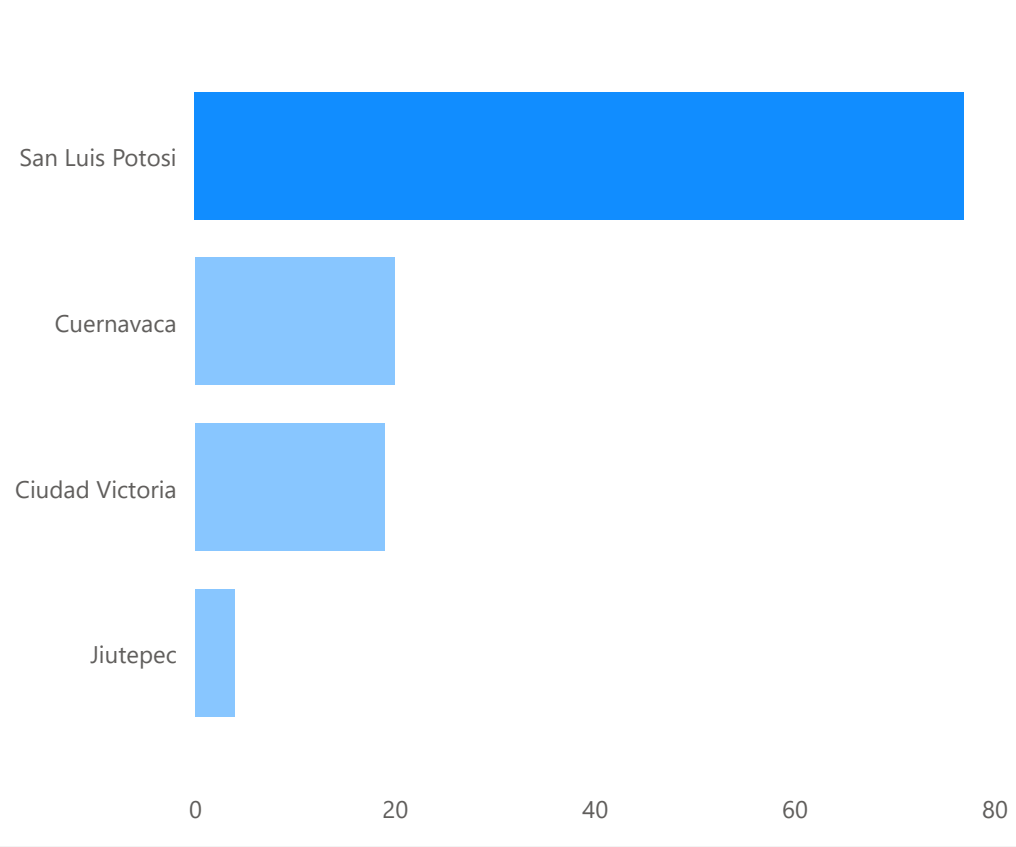
Analysis Insight:

1. According to the analysis there are only 3 Restaurant with the Highest Rating, and the Most Generally Preferred Cuisine is a Mexican Cuisine. However these 3 Restaurants don't seem to be specializing with just Mexican Cuisine, they offer a variety of cuisine. Therefore I could conclude that Cuisine Preference doesn't strongly influence Restaurant Rating.

2. The number of Consumers in a City varies a lot, so this analysis is without a doubt prone to bias

3. There is a demand and supply gap that investors and entrepreneurs can exploit. Mexican Cuisine is the most selling dish, but very few restaurants offer it
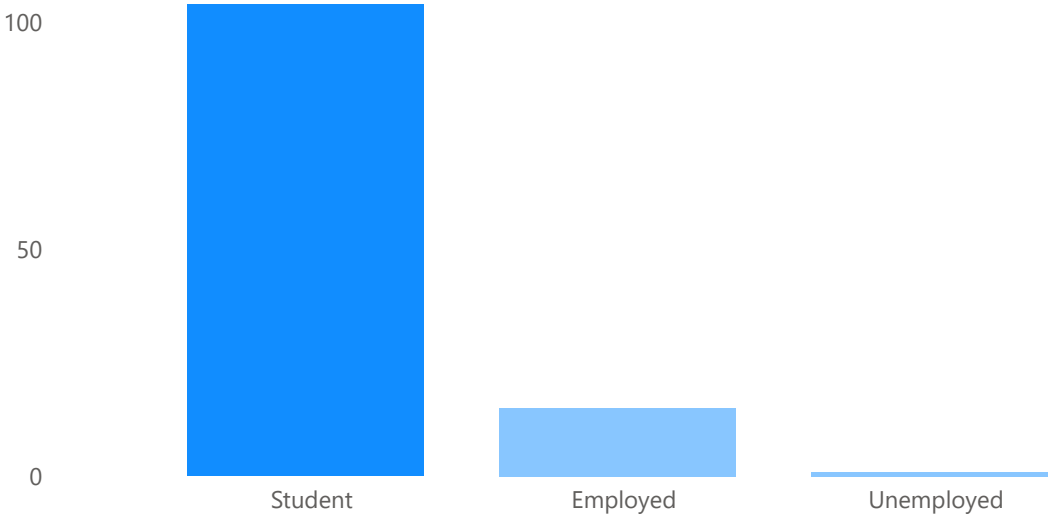
Investment Outlook

Sound Investment Plan would be the one that places its importance on **Students**, people at their **20s**, as they have shown to be the **highest consumers** across this region
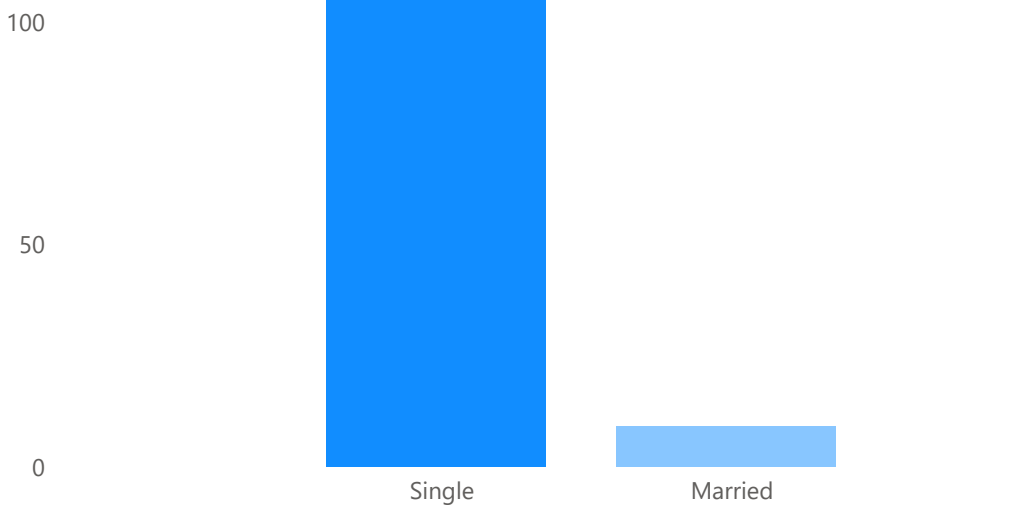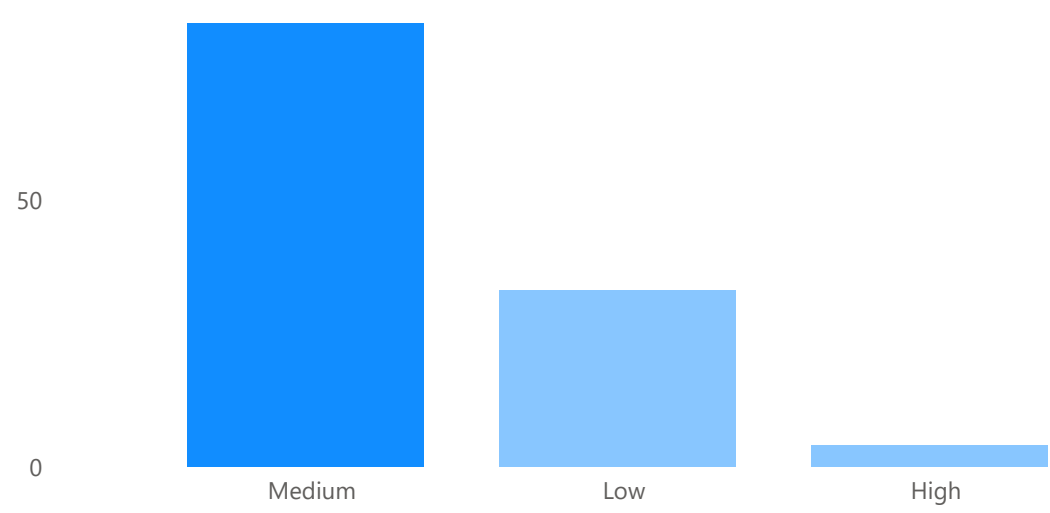
Age Groups
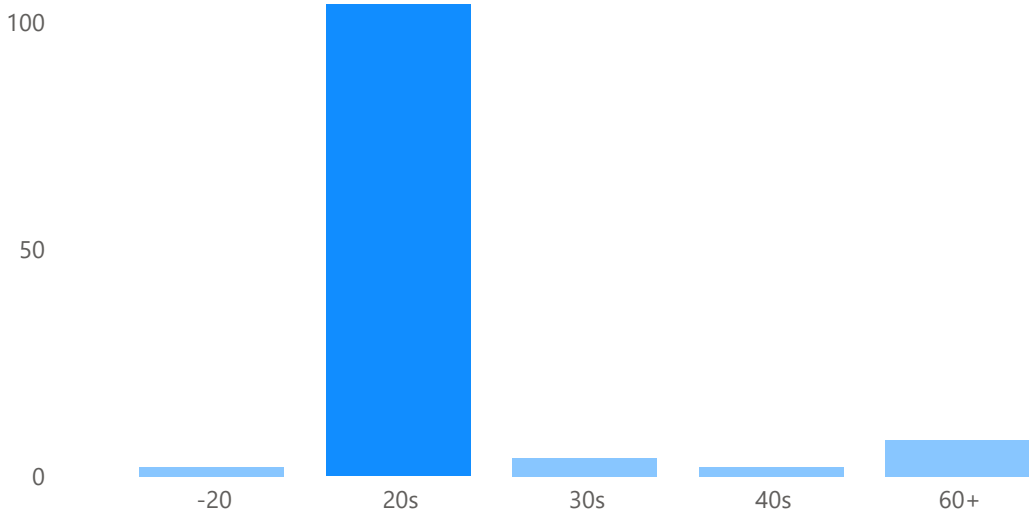
Occupation

Single Consumers should be the **Main Target**

Cuisines offered should be around a range that **Medium Budget** Consumers can meet
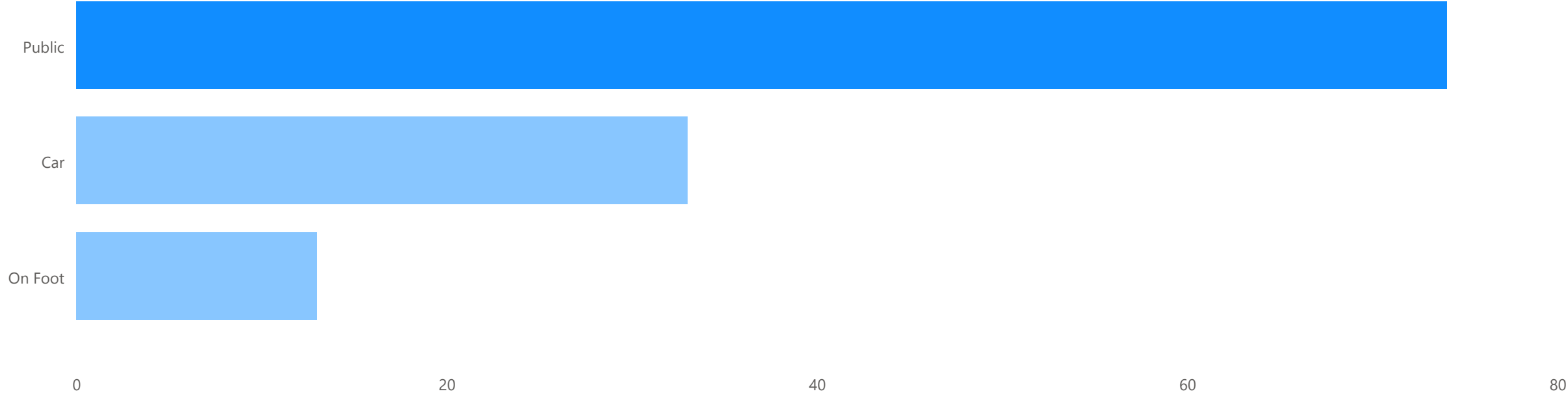
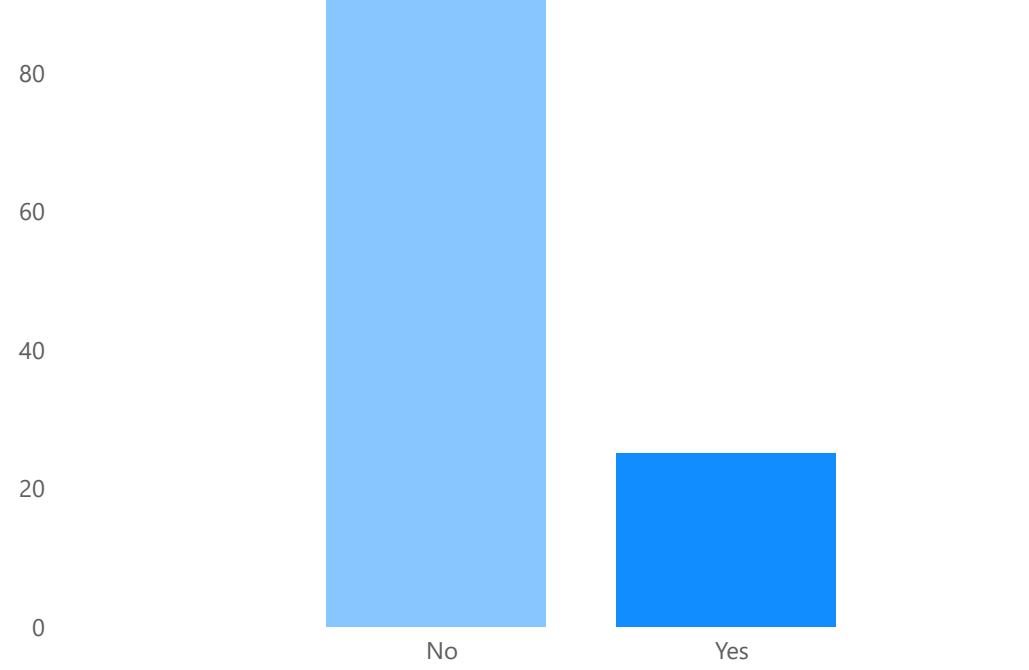## Marital_Status

Customer Budget

Restaurant should be easily **Accessible** especially for consumers that take **Public Transport**

Transportation Method

Smokers

Drinking Level